



CITY OF  
**MINNETONKA**

# BRAND MANUAL







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# Who We Are

## City of Minnetonka Introduction

Minnetonka is a fully developed suburban community of more than 51,000 residents located eight miles west of Minneapolis. The city's natural surroundings – including trees, wetlands, prairies and diverse bodies of water – set it apart from similar-sized suburbs and give the community a distinct character.

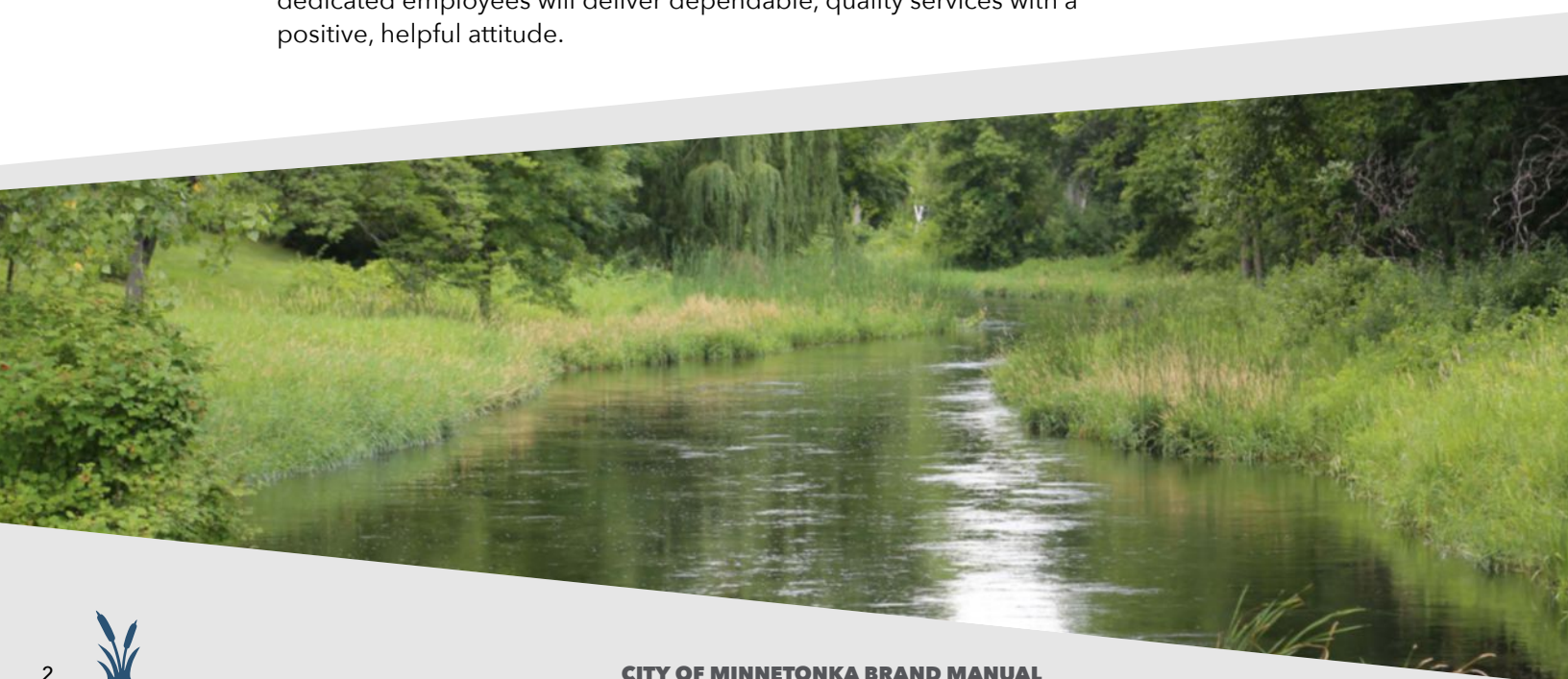
The uniquely beautiful landscape, three top-ranked public school districts, a regional shopping center, year-round recreational opportunities, an eclectic housing stock and a host of thriving businesses, make Minnetonka a premier location for people of all ages to live and work.

### City Mission

Provide the core public services residents and businesses rely upon in their daily lives, while striving to preserve and enhance the distinctive character that makes Minnetonka a special place to live.

### City Vision

Minnetonka will be the community of choice where people live, work, play and conduct business in a naturally beautiful environment. Our dedicated employees will deliver dependable, quality services with a positive, helpful attitude.





## Visual Identity

The City of Minnetonka's primary logo includes a lower-case 'm' interwoven with a cattail and leaves. It's a call-back to the city's previous logo and demonstrates the city's strong relationship with and commitment to its natural surroundings.

### Mark

The lower-case 'm' was previously used to represent the city's modest personality and represents how a thoughtful, reflective approach will continue to guide Minnetonka's future. The solid shape of the mark is a tribute to the city's strong, stable foundation. The cattails are both literal and symbolic in their inclusion. Cattails are ever-present throughout the city, dotting Minnetonka's abundant wetlands, and are used as a symbol to represent "where land meets water," which perfectly describes Minnetonka's natural setting. One cattail leans backward as a tribute to the city's history and one leans forward toward the future.



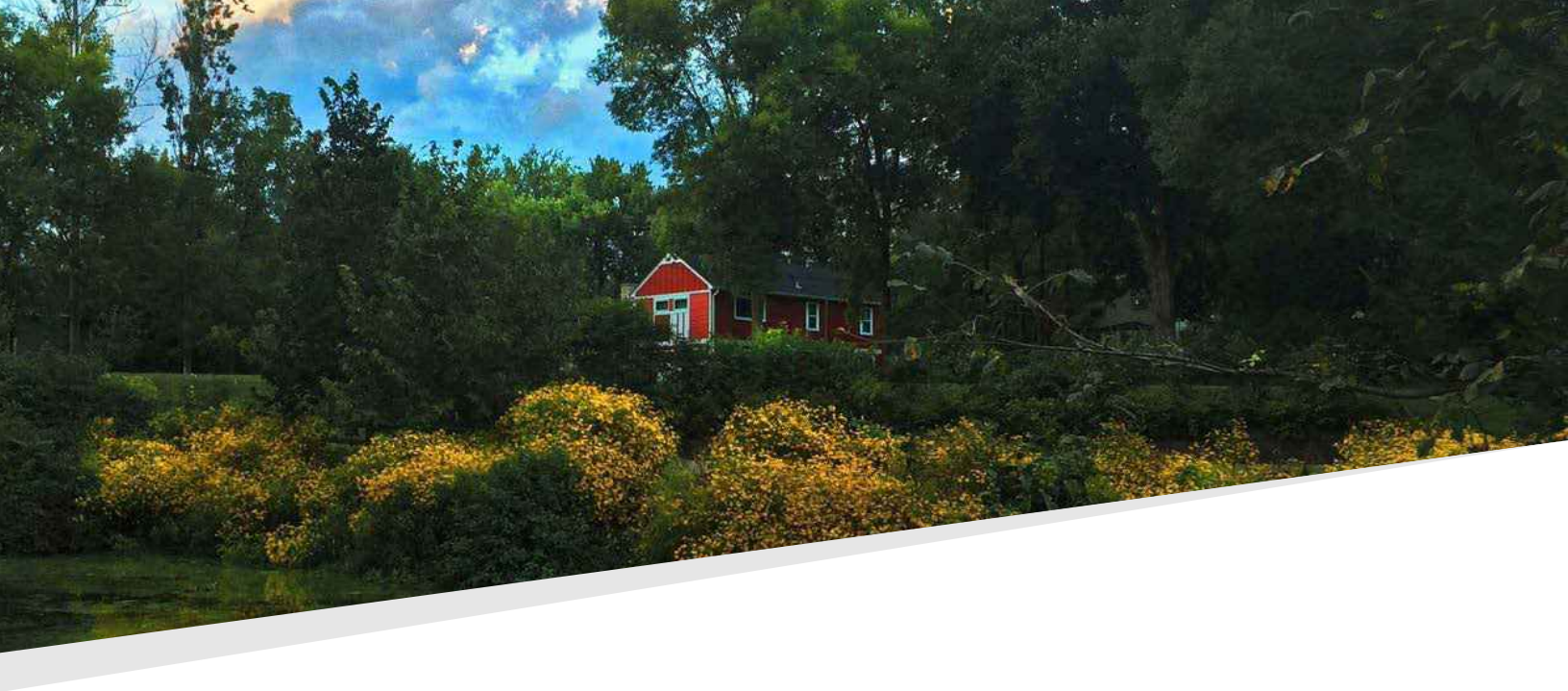
### Font

The city's unique and recognizable name "Minnetonka" comes from the Dakota Indian word *mni tanka*, meaning "great water" and is a well-known, locally-rooted name. Use of "City of" in the brand helps distinguish the city from its adjacent lake and local businesses. The font "an all-caps sans serif" is sleek, bold and progressive and represents the city's stability, growth and progression.

### Colors

The official city colors – blue and gray – are an evolution of the city's previous color scheme, and are both visually pleasing and carry deeper meaning. The gray represents strength and development and pays tribute to the city's deep history as a regional business hub, while the blue represents Minnetonka's rich water and wetlands, and its connection to nature.





## Key Brand Messages

- ☑ Unique suburban community features beautiful natural surroundings and a thoughtful blend of big-city amenities and small-town charm
- ☑ Premier location is only minutes from downtown Minneapolis
- ☑ Abundant woods and wetlands add distinctive character and seclusion
- ☑ Great school choices, convenient transportation options and reliable city services enhance quality of life
- ☑ Eclectic selection of housing attracts diverse cross-section of residents
- ☑ Trees, lakes, ponds, parks and trails are tucked into every neighborhood
- ☑ Regional shopping center and mix of global, big and small business offers a variety of commercial and employment opportunities
- ☑ City amenities and businesses support healthy, active lifestyles
- ☑ Natural landscape appeals to all ages and invites exploration by car, bicycle or on foot

## Brand Personality and Tone

- Confident, not boastful
- ☑ Innovative and collaborative
- ☑ Forward-thinking
- ☑ Welcoming and engaging
- ☑ Healthy and active





# Graphic Style Guide

## Logos

### Primary Mark

Use the primary mark whenever possible.



### Secondary Mark

Use the secondary mark in spaces that require a horizontal logo.



### Graphic Elements

Use the graphic elements to accent designs or when it is not possible to use the complete primary or secondary marks.





## Sub-brand Marks

The following sub-branded logos may be used as stand-alone logos on brochures, buildings, uniforms, etc.

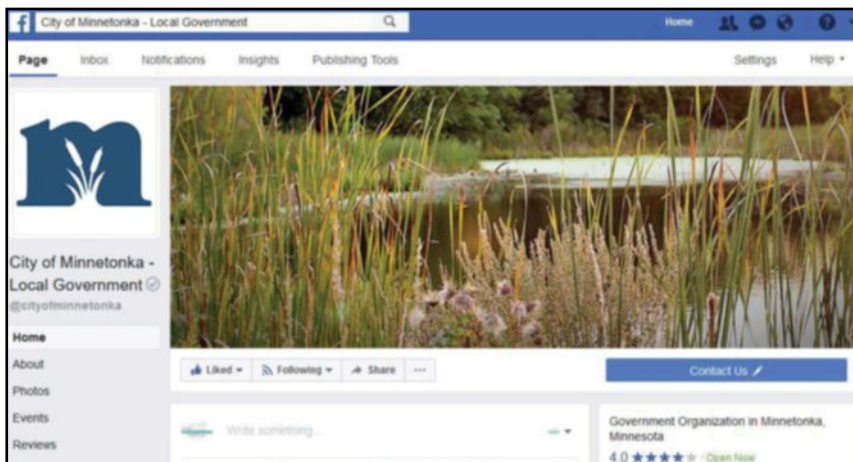


## Social Media Icon

Social media accounts must use the full-color logo icon on a white background as the primary image (i.e.: profile photo).



Cover or banner photos should include high-quality images or graphics that promote the city.

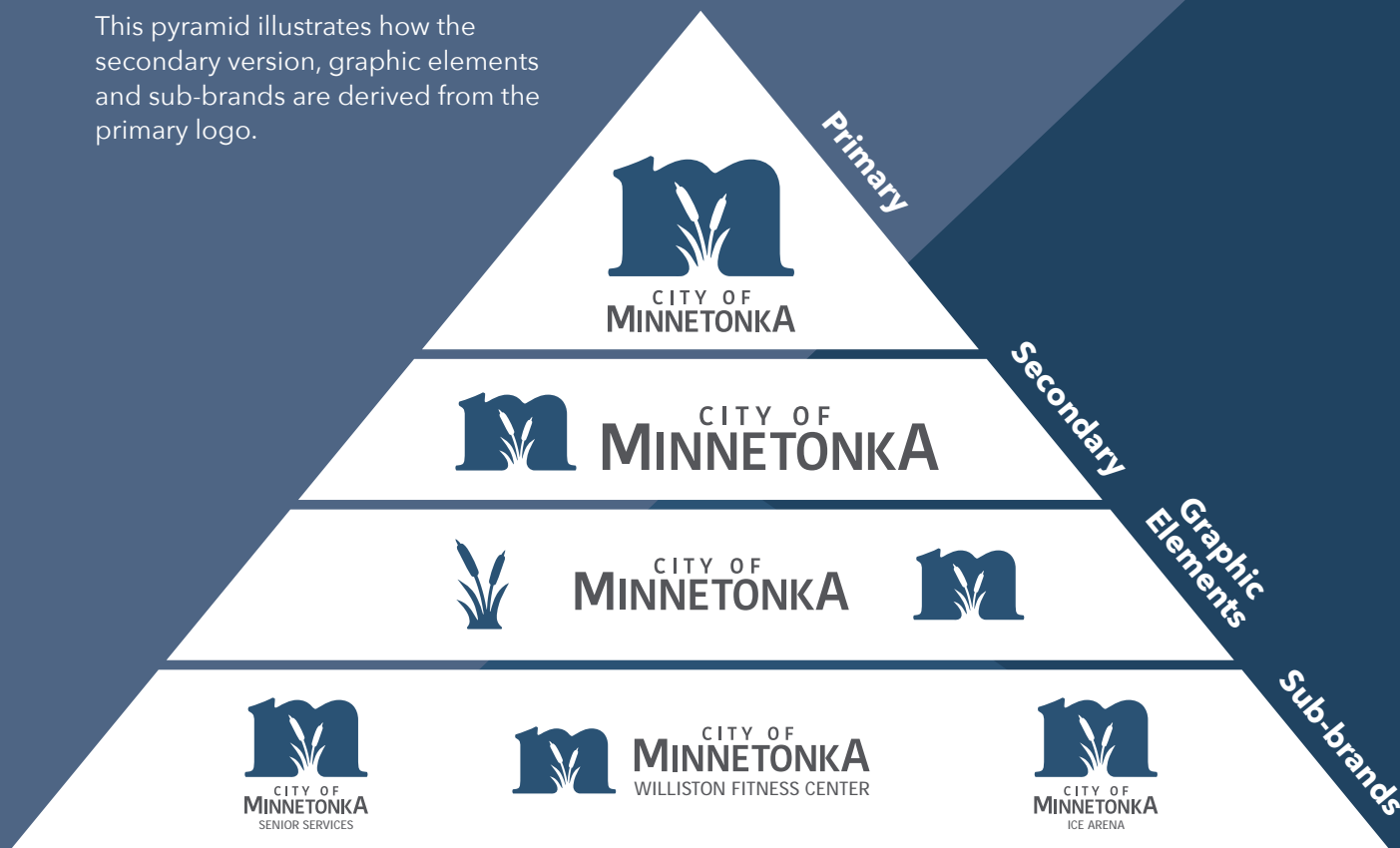






## Heirarchy

This pyramid illustrates how the secondary version, graphic elements and sub-brands are derived from the primary logo.



# Colors

## Primary Color Palette



CMYK	RGB	Pantone
C: 90 M: 67 Y: 34 K: 17	R: 42 G: 81 B: 115	7694



CMYK	RGB	Pantone
C: 65 M: 57 Y: 52 K: 29	R: 86 G: 86 B: 90	Cool Gray 11

## Secondary Color Palette



Red: 190  
Green: 187  
Blue: 107



Red: 129  
Green: 170  
Blue: 97



Red: 137  
Green: 138  
Blue: 53



Red: 0  
Green: 127  
Blue: 102



Red: 7  
Green: 94  
Blue: 86



Red: 56  
Green: 79  
Blue: 36



Red: 146  
Green: 163  
Blue: 198



Red: 89  
Green: 173  
Blue: 206



Red: 51  
Green: 178  
Blue: 189



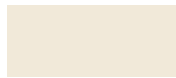
Red: 23  
Green: 109  
Blue: 122



Red: 49  
Green: 118  
Blue: 169



Red: 0  
Green: 0  
Blue: 0



Red: 241  
Green: 233  
Blue: 217



Red: 189  
Green: 187  
Blue: 187



Red: 151  
Green: 139  
Blue: 130



Red: 164  
Green: 135  
Blue: 112



Red: 146  
Green: 85  
Blue: 56



Red: 73  
Green: 55  
Blue: 40



Red: 239  
Green: 186  
Blue: 89



Red: 206  
Green: 160  
Blue: 82



Red: 255  
Green: 164  
Blue: 0



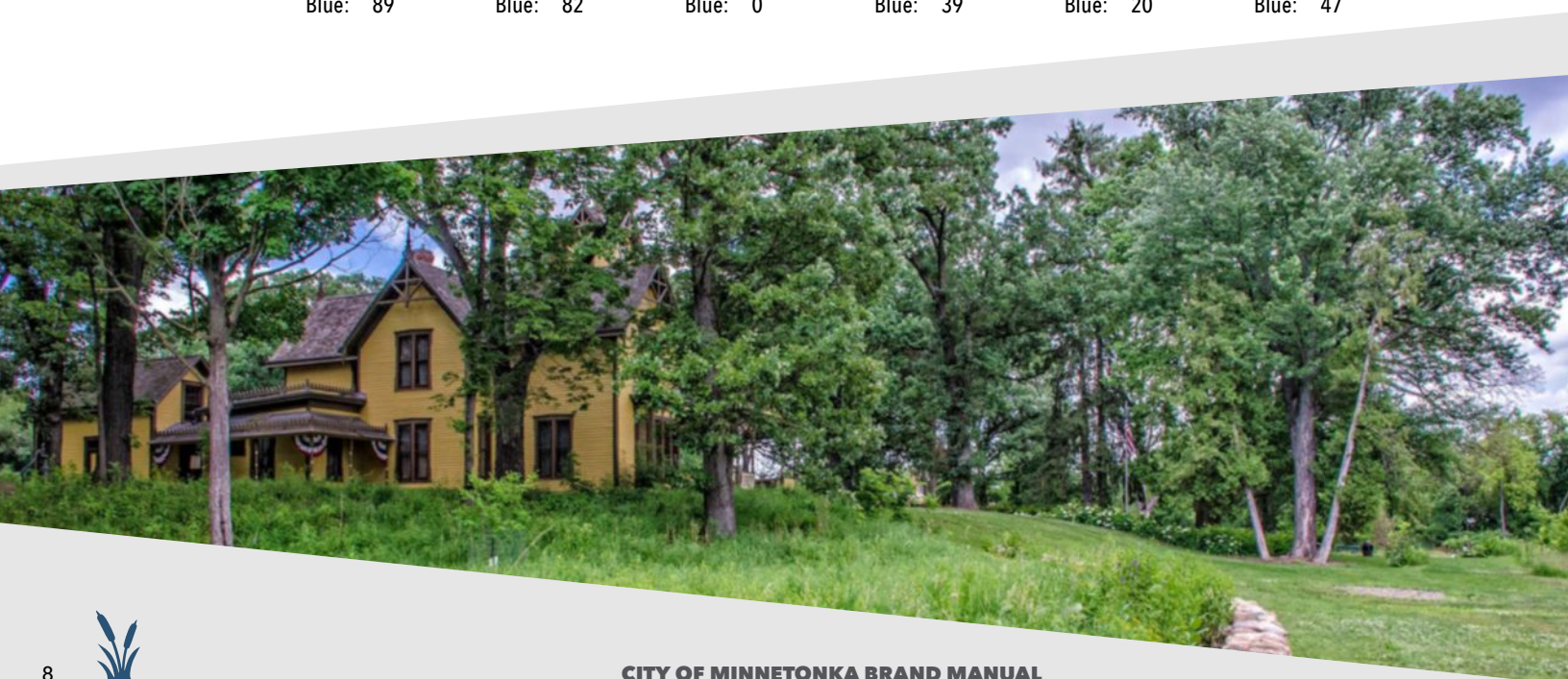
Red: 185  
Green: 69  
Blue: 39



Red: 171  
Green: 15  
Blue: 20



Red: 116  
Green: 33  
Blue: 47



## Full-color Logo Use

Use the full-color logo whenever possible.



## One-color Logo Use

Use a white or black one-color logo when limited to a single color application. Any other colors must be approved by communications.



## Color Backgrounds

Use a one-color white or black logo on color backgrounds. White should be used in all instances except on lighter-colored backgrounds or metallic items.



## Embroidery Guidelines

When embroidering the full-color logo, vendors should use Madeira Royal Blue 1166 and Madeira Charcoal 1241. If a vendor does not use Madeira thread, please ask for a proof for communications to review.

If full-color embroidery is not an option, or the colors conflict with the materials used, use the one-color white or black logo.





## Fonts

### Logo

The font for the City of Minnetonka logo is Kohinoor Bangla Semibold. This font should not be used in other applications.

CITY OF  
**MINNETONKA**

### Official City Documents Font

Employees must use Arial 11-point to create official city documents and correspondence such as council reports, neighborhood notifications and anything printed on city letterhead.

Arial Regular 11-point

*Arial Italic 11-point*

### Professionally Designed Materials

The City of Minnetonka's primary font family for the production of professionally designed print and digital materials is Avenir Next. Examples include: Minnetonka Memo, Recreation Services Brochure, professionally designed flyers, etc.

Avenir Next Regular

*Avenir Next Italic*

**Avenir Next Bold**

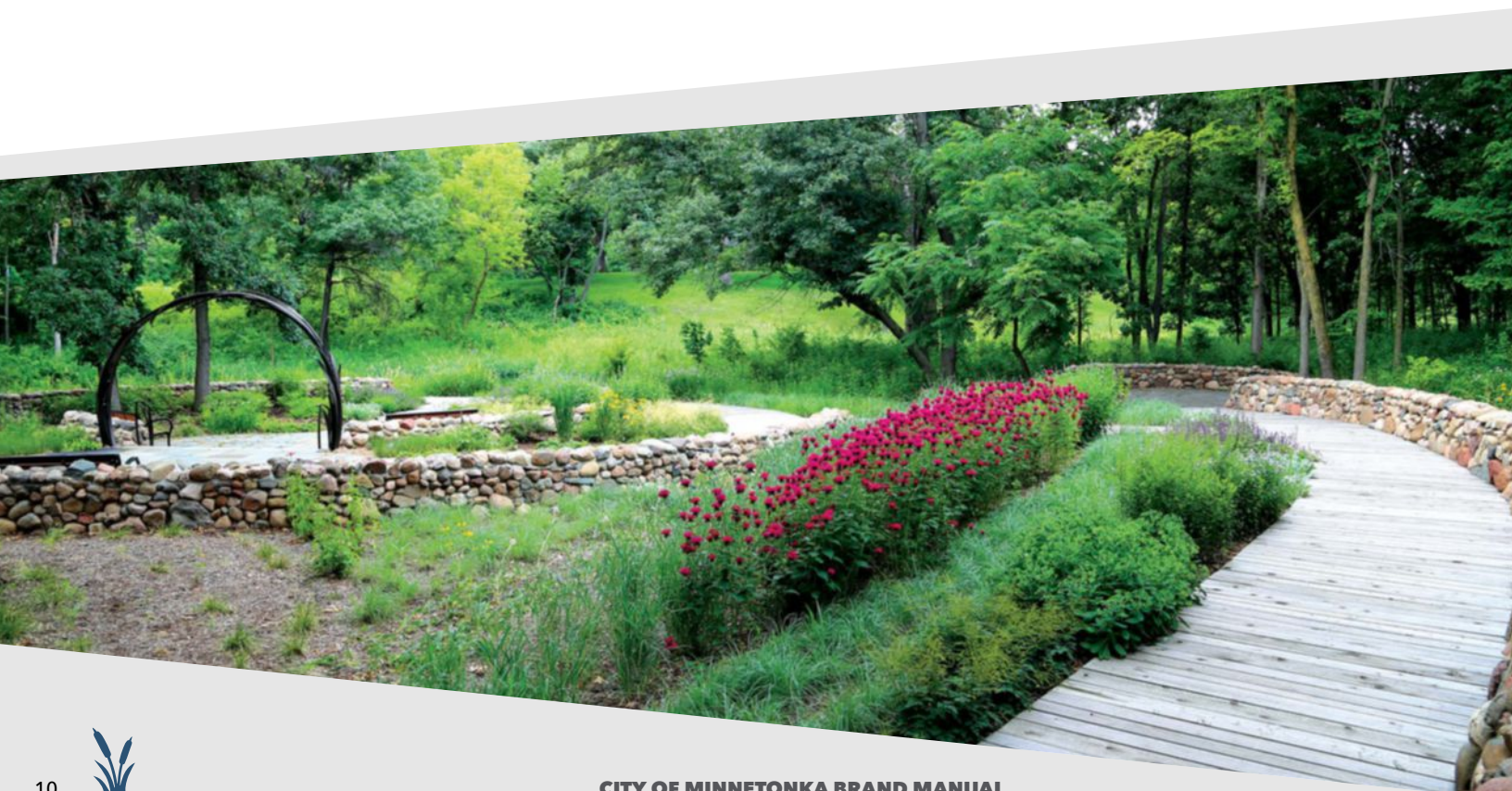
***Avenir Next Bold Italic***

Avenir Next Condensed Regular

*Avenir Next Condensed Italic*

**Avenir Next Condensed Bold**

***Avenir Next Condensed Bold Italic***



## Incorrect Logo Use

Never modify, recreate or reposition any elements of the City of Minnetonka logo. Always produce the logo in one of the approved options shown on page 5.

Changing the logo in any manner will dilute its impact and detract from its ability to build and support the brand.



Do not add special effects.



Do not expand or condense the logo.



Do not move or resize logo elements.



Do not apply outlines.



Do not add gradations or screens.



Do not change logo colors.



Do not create new sub-brands.



Do not use outdated logo.



Do not add other elements to the logo.





# COLLATERAL AND RESOURCES

## Letterhead

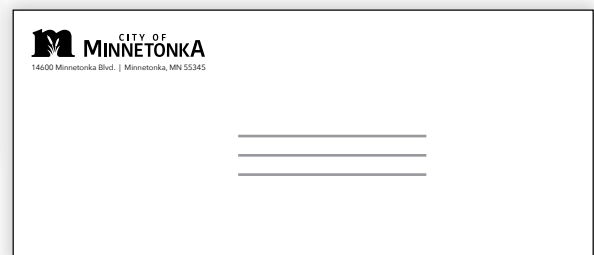
Electronic versions of each template are available on the Brand Resources page on inSite.



## Business Cards



## Envelopes





# PowerPoint Templates and Guidelines

Sample PowerPoint presentations for city employees can be found on the [Brand Resources](#) page on inSite. Please adhere to the following guidelines when developing presentations:

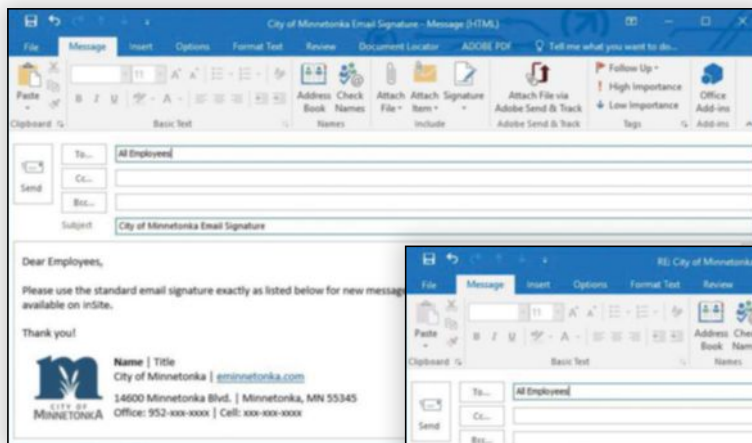
- ☐ Recommended body font is Arial
- ☐ Recommended header and sub-header font is Arial Black
- ☐ Use only the colors provided in the templates
- ☐ Do not alter logos provided in the templates
- ☐ Be consistent with the use of fonts, design elements, photo treatments, etc. For example, if a shadow is applied to the photos on one slide, it should be applied to all photos throughout the presentation.
- ☐ Refer to the city's writing style guide for language consistency
- ☐ Avoid text-heavy slides
- ☐ Do not use clip art
- ☐ Limit animation

*Employees may also create new templates using these guidelines.*

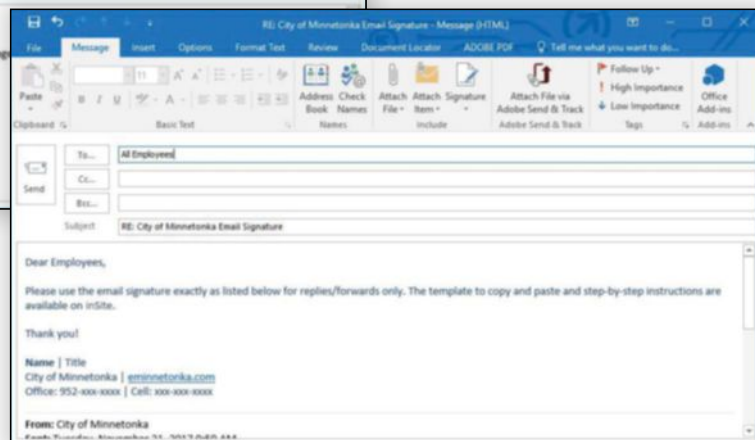
## Email Guidelines and Signature Templates

Email communication is part of the city's identity. Please avoid using wallpaper or other art, and please use Outlook default text colors. Recommended font for email correspondence is Calibri 11-point.

City employees should use the email signatures below. Visit inSite to find templates and instructions on how to change email signatures.



Standard Signature



Reply Signature





City of Minnetonka  
14600 Minnetonka Blvd.  
Minnetonka, MN 55345

[eminnetonka.com](http://eminnetonka.com)

